

Dear Hiring Managers,

I am writing this cover letter to express my strong interest to work as SEO Specialist position in Canada. With over three years of hands-on experience in search engine optimization, a diverse background across agency and in-house environments and a valid Canadian Working Holiday Visa, I am eager to contribute my skills and passion for SEO to your team.

My journey in SEO began with an internship at a marketing agency in Málaga, where I laid the foundation of my technical and strategic understanding of SEO. Since then, I have held lead roles in both in-house and agency settings, developing and executing comprehensive SEO strategies for clients across various industries. Currently, I work as the lead SEO specialist at a digital marketing agency, managing all aspects of SEO for multiple clients, including technical audits, keyword research, content strategy, link building, on-page and off-page optimization and performance tracking through tools such as Looker Studio.

I am proficient in a wide range of SEO tools including **Semrush, Screaming Frog, Google Analytics, Search Console and Looker Studio**, and I stay up to date with algorithm updates and industry best practices. My experience also includes local SEO, technical SEO improvements and blog content optimization, all oriented to improving visibility, traffic and conversions.

Having lived in the United States for two years, I am fluent in English and North American communication and business culture. I am currently based in Spain, but with my **Working Holiday Visa already approved**, I am ready to relocate to Canada immediately. I am open to both **remote** and **hybrid roles**, ideally working from within Canada.

I am enthusiastic about the opportunity to bring my SEO expertise and results-oriented approach to a company in Canada. I would welcome the chance to discuss how my experience and goals align with your team's needs.

I have a [portfolio site](#) to be able to demonstrate my expertise and skills.

Thank you for your time and consideration.

Sincerely,

Juan Jose Gonzalez